

**May
2020**



**Skin Cancer Awareness
Month Toolkit**

May is Skin Cancer Awareness Month

May is Skin Cancer Awareness Month, an annual opportunity to raise awareness about skin cancer, focus on research into its cause, prevention, diagnosis, treatment, survivorship, and cure. It is also an opportunity to highlight support for those affected by skin cancer. In the United States, skin cancer is the most common cancer. Despite accounting for a very small percentage of all skin cancer cases, melanoma makes up the vast majority of skin cancer deaths (American Cancer Society, 2016). Approximately 82,476 cases of melanoma were diagnosed in 2016, the most recent data available (Centers for Disease Control and Prevention [CDC]). In 2016, there were 8,188 deaths from melanoma in the United States (CDC, 2016). Skin Cancer Awareness Month begins on May 1st and ends on May 31st. The Friday before Memorial Day is designated as Don't Fry Day to encourage sun safety awareness (National Council on Skin Cancer Prevention, n.d.).

Radio Ads

Most of us like to be out soaking up the sun. That's why sunscreen and other safety measures are key to protecting your skin. Use a sunscreen with a SPF of 15 or higher and look for broad spectrum on the label, which means both harmful ultraviolet A and B rays are blocked. Also, avoid the use of indoor tanning beds. For more information, visit <https://www.cdc.gov/cancer/skin/>.

Did you know the Wyoming State Parks offer free sunscreen? Sunscreen and other safety measures are key to protecting your skin from skin cancer. Use a sunscreen with a SPF of 15 or higher and has a broad spectrum label, which blocks both ultraviolet A and B rays. So, get out there and enjoy our state parks and don't forget to apply sunscreen. For more information, visit <https://www.cdc.gov/cancer/skin/>.

Print Ads

Protect yourself from the sun's harmful rays

- Stay in the shade, especially during midday hours.
- Wear clothing that covers your arms and legs.
- Wear a hat with a wide brim to shade your face, head, ears, and neck.
- Wear sunglasses that wrap around and block both UVA and UVB rays.
- Use sunscreen with a sun protection factor (SPF) of 30 or higher, and both UVA and UVB (broad spectrum) protection.



May is Skin
Cancer
Awareness
Month!

Sunscreen in all Wyoming State Parks provided by:



122 West 25th Street, 3rd Floor West · Cheyenne, WY 82002 · 1.800.264.1296
wdh.cancerservices@wyo.gov · www.health.wyo.gov/cancer

Social Media Posts

Did you know that May is skin cancer awareness month? Kick it off by learning more about melanoma rates in your state with this interactive map from the National Cancer Institute and the CDC: <http://bit.ly/2GKIGN5>

Indoor tanning is harmful and can lead to skin cancers like melanoma. It's particularly dangerous for minors and young adults. Get more facts about indoor tanning from the CDC: <http://bit.ly/2q0YqB2>

What can you do to reduce your risk of skin cancer, including melanoma? Avoid indoor tanning, use sunscreen, and stay in the shade during midday hours: <http://bit.ly/2GPxn6i>

Melanoma is the deadliest form of skin cancer and is commonly caused by UV exposure, but many people still don't use sunscreen regularly. Protect all the skin you're in with these tips from the CDC: https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm

Do you know the ABCDE's of melanoma? This handy guide from the CDC reminds you to regularly check for changes in your skin and what to look for when you check: <http://bit.ly/2GSmXTc>

Did you know today is “Don’t Fry Day!”? Join the Melanoma Research Foundation and members of the National Council on Skin Cancer Prevention to raise awareness and help reduce the rates of skin cancer, including melanoma: <http://bit.ly/2Eto8bw>

What can schools and colleges do to prevent melanoma and protect kids from UV damage? Start talks about sun safety at an early age and teach students to avoid indoor tanning. More tips: <http://bit.ly/2GvqW17>

In 2016, 82,476 new cases of melanomas of the skin were reported in the United States, Wyoming residents were 136 of those cases. Visit <https://www.cdc.gov/cancer/skin/> for more information.

All Wyoming State Parks now offer free sunscreen in partnership with the Wyoming Cancer Program. Protect yourself against skin cancer and apply sunscreen with an SPF of 15 or higher. Click [here](#) to learn more about the Wyoming Cancer Program’s partnership with the Wyoming State Parks.

PROTECT ALL THE SKIN YOU'RE IN

Skin cancer is the most common cancer in the United States, **but most skin cancers can be prevented!**

Every year—

- ▶ Nearly **5 million** people are treated for all skin cancers at a cost of more than **\$8 billion**.
- ▶ There are about **76,000** new cases of and **9,000** deaths from melanoma, the deadliest form of skin cancer.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

CS305675

PROTECT ALL THE SKIN YOU'RE IN



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Use a Layered Approach for **Sun Protection.**



Sunscreen works best when used with shade or clothes, and it must be re-applied every 2 hours and after swimming, sweating, or toweling off.



Use broad spectrum sunscreen with at least SPF 15 to protect exposed skin.



Wear a hat, sunglasses, and protective clothing to shield skin.



Seek shade, especially during midday hours.

CS277180

It's easy to protect yourself from UV exposure...



Long-sleeved shirts, pants, and a wide-brimmed hat offer the best protection. If you're wearing a baseball cap or short-sleeved shirt, make sure to put sunscreen on your ears, neck, and arms.



Use a sunscreen of at least SPF 15 on any exposed skin, and don't forget to re-apply it every two hours, as well as after swimming, sweating, or toweling off.



Seek shade as much as possible between 10 a.m. and 4 p.m., which are peak times for sunlight. Avoid indoor tanning.



If you work outdoors, ask about sun protection at your job, like wearing sun-protective clothing.



DETECT Skin Cancer: Body Mole Map

Follow these instructions regularly to conduct thorough skin exams: **1.** Learn what to look for. **2.** Examine your skin. **3.** Record your spots. If you notice any new or changing spots, contact your dermatologist to make an appointment. If you don't have one, visit aad.org/findaderm to find a board-certified dermatologist in your area.

1 The ABCDEs of Melanoma

What to Look for:

Melanoma is the deadliest form of skin cancer. However, when detected early, melanoma is highly treatable. You can identify the warning signs of melanoma by looking for the following:



A **ASYMMETRY**
One half unlike the other half.



B **BORDER**
Irregular, scalloped or poorly defined border.



C **COLOR**
Varied from one area to another; shades of tan and brown, black; sometimes white, red or blue.



D **DIAMETER**
While melanomas are usually greater than 6mm (the size of a pencil eraser) when diagnosed, they can be smaller. See the ruler below for a guide.



E **EVOLVING**
A mole or skin lesion that looks different from the rest or is changing in size, shape or color.



2 Skin Cancer Self-Examination

How to Check Your Spots:

Checking your skin means taking note of all the spots on your body, from moles to freckles to age spots. Skin cancer can develop anywhere on the skin and is one of the few cancers you can usually see on your skin. Ask someone for help when checking your skin, especially in hard-to-see places.



1 Examine body front and back in mirror, especially legs.



2 Bend elbows; look carefully at forearms, back of upper arms, and palms.



3 Look at feet, spaces between toes and soles.



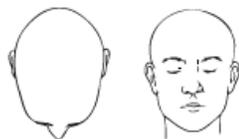
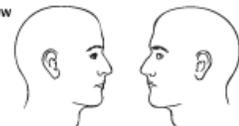
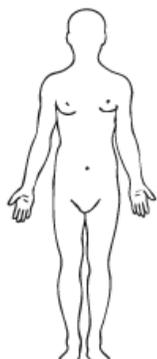
4 Examine back of neck and scalp with a hand mirror. Part hair and lift.



5 Finally, check back and buttocks with a hand mirror.

3 Record Your Spots

Make notes of your spots on the images below so you can regularly track changes.

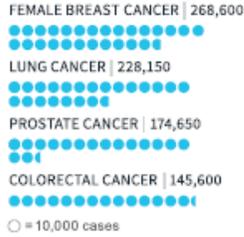
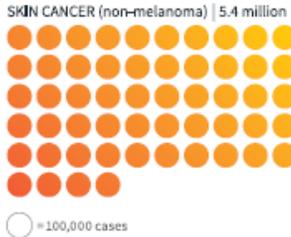




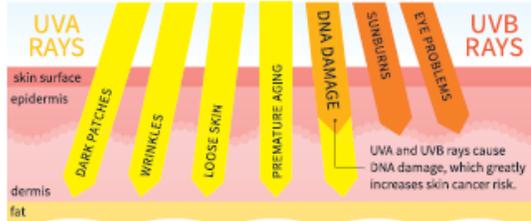
DON'T FRY: PREVENTING SKIN CANCER

Skin cancer is the most common of all cancer types. More than 5.4 million skin cancers are diagnosed each year in the United States. That's more than all other cancers combined. Skin cancer rates have been on the rise over the past few decades. The good news is that you can do a lot to protect yourself and your family from skin cancer.

NEW SKIN CANCER CASES IN THE US IN 2019



MOST SKIN CANCERS ARE CAUSED BY THE SUN'S UVA AND UVB ULTRAVIOLET (UV) RAYS



PROTECTING YOURSELF IS VITAL

Sunscreen
WHAT TO LOOK FOR

BROAD SPECTRUM
Protects against both UVA and UVB rays

SPF 30
...at least!

EXPIRATION DATE
Lasts 2 to 3 years

SPF 30 FILTERS
97% OF UVB RAYS

how to apply it!

Be generous!
1 ounce (about a palmful) should be used to cover the arms, legs, neck, and face.

Don't forget your ears, hands, feet, and underarms.

Reapply at least every 2 hours.
More often if you're in and out of water or sweating.

COVER UP THE KIDDIES, TOO!

WEAR SUNGLASSES

ANYONE CAN GET SKIN CANCER, BUT BE EXTRA CAREFUL IF YOU ...



DITCH TANNING BEDS OR LAMPS

SEEK SHADE
(especially 10 a.m. - 4 p.m.)

COVER UP WITH CLOTHING

WEAR A HAT

WE'RE FIGHTING CANCER ON ALL FRONTS.

From helping patients access services such as free rides to treatment, free lodging near hospitals, and a 24/7 cancer helpline, to fostering cutting-edge research and breakthroughs, to advocating on behalf of cancer patients – the American Cancer Society is leading the fight.

- Learn More // cancer.org/skincancer
- Stay Protected // cancer.org/sunsafety
- Detect Early // cancer.org/skincancerimages
- Donate // cancer.org/donate

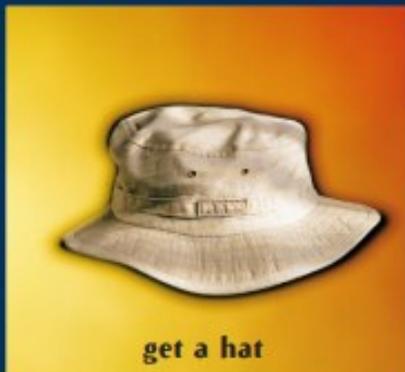
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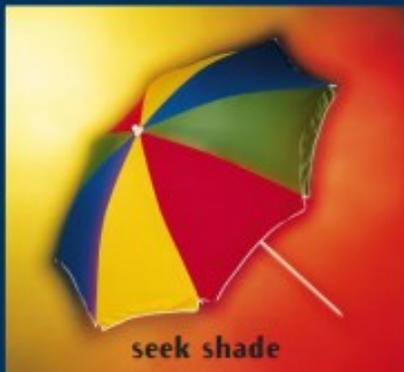
When You're in the Sun, **your**
choose

cover

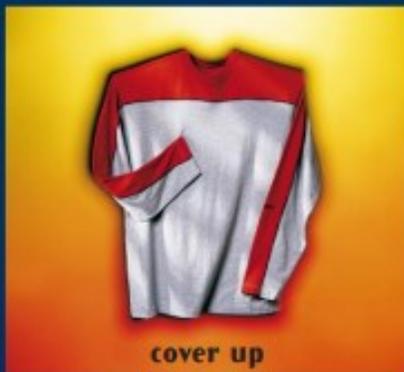
Protect yourself from the sun's UV rays.



get a hat



seek shade



cover up



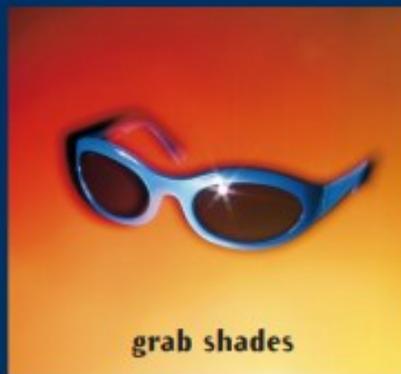
rub it on

Choose Your Cover

www.cdc.gov/ChooseYourCover



CDC
CENTERS FOR DISEASE CONTROL
AND PREVENTION



grab shades